

Message Text

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FOR OIM/WELCH

E.O. 11652: N/A
TAGS: BEXP, JA
SUBJECT: CLOSE-OF-EXHIBITION REPORT: ELECTRONIC COMPONENTS AND
MATERIALS EXHIBITION, JULY 12 - 16, 1976

REF: TOKYO 10634

1. U.S. PARTICIPANTS SEEKING REPRESENTATION: FIVE
(A) SALES REPRESENTATIVES APPOINTED: ONE
(1) EXPECTED NEXT 12 MONTHS: SIX
(2) LEADS OBTAINED: SIXTY-ONE

2. SALES:
(A) ACTUAL DURING EVENT: \$86,500
(1) NEW-TO-MARKET: \$77,200
(2) OLD-TO-MARKET: \$9,300

(B) EXPECTED NEXT 12 MONTHS: \$19,028,000
(1) NEW-TO-MARKET: \$18,928,000
(2) OLD-TO-MARKET: \$100,000

(C) LEADS OBTAINED: 8,096
(1) NEW-TO-MARKET: 7,746
(2) OLD-TO-MARKET: 350

3. REGISTERED VISITORS: 4,162 (4,467 HAND-COUNT)

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4. TOTAL PARTICIPANTS: 32 REPRESENTING 48

(A) NEW-TO-MARKET: 31
(B) OLD-TO-MARKET: ONE
C(C) FULLY ACHIEVED PRIMARY PARTICIPATION OBJECTIVE: 31
(D) PARTIALLY ACHIEVING PRIMARY PARTICIPATION OBJECTIVE:
ONE
(E) FAILING TO ACHIEVE PRIMARY PARTICIPATION OBJECTIVE:
NONE
(F) U.S. EXHIBITORS WITH REPRESENTATIVES ATTENDING:
FROM U.S.: 17

5. MARRATIVE:

THE TRADE CENTER'S BICENTENNIAL EXHIBITION MARKING UNITED STATES-JAPAN TECHNOLOGICAL COOPERATION WAS AN UNQUALIFIED SUCCESS. THE OPENING RECEPTION ON MONDAY, JULY 12 WAS ATTENDED BY OVER 300 VIP'S. REGISTERED ATTENDANCE INCREASED DAILY FROM 620 ON TUESDAY TO 1,340 ON FRIDAY FOR A TOTAL OF 4,162. SALES RESULTS FOR AN ON-SITE EXHIBITION WERE THE THIRD HIGHEST IN TRADE CENTER HISTORY WITH A COMBINED TOTAL OF FLOOR SALES AND 12-MONTH PROJECTED SALES OF \$19,114,500. EXHIBITORS COMMENTED VERY FAVORABLY ON QUALITY AS WELL AS QUANTITY OF VISITORS WITH 97 PERCENT OF THE PARTICIPANTS FULLY ACHIEVING THEIR PRIMARY PARTICIPATION OBJECTIVE.

THE TRADE CENTER TOOK ON A FESTIVE APPEARANCE FOR THIS EVENT WITH BUNTING AND TWO SPECIAL WINDOW DISPLAYS ON THE OUTSIDE AND UNIQUE EXHIBITS INSIDE HIGHLIGHTING THE THEME OF BILATERAL TECHNOLOGICAL COOPERATION. THE NATIONAL SPACE DEVELOPMENT AGENCY OF JAPAN LOANED SCALE MODELS OF JAPAN'S FUTURE COMMUNICATIONS, BROADCASTING AND WEATHER SATELLITES TO BE LAUNCHED NEXT YEAR BY NASA, AND A MODEL ROCKET, THE FIRST STAGE MOTOR OF WHICH IS BASED ON U.S. TECHNOLOGY. THE AMBASSADOR LOANED HIS MODEL OF THE "SUSQUENHANNA," FLAGSHIP OF ADMIRAL PERRY'S "BLACK SHIPS," FOR THE OCCASION. PHOTOS OF THE VIKING MISSION TO MARS WERE DISPLAYED IN THE LOUNGE.

ON TUESDAY, JULY 13, THE AMERICAN CHAMBER OF COMMERCE IN JAPAN SPONSORED ONE OF THE BEST BREAKFAST BRIEFINGS
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WITNESSED IN RECENT YEARS FOR THE VISITING AMERICANS. ON WEDNESDAY EVENING, JULY 14, THE IC TECHNOLOGY COMMITTEE OF THE JAPAN ELECTRONIC MATERIALS SOCIETY SPONSORED A PANEL DISCUSSION IN THE BUSINESSMEN'S LOUNGE. FOUR AMERICAN AND FOUR JAPANESE EXPERTS SERVED AS PANEL MEMBERS, AND THE SESSION WAS ATTENDED BY APPROX. 30 JAPANESE SCIENTISTS AND ENGINEERS WHO PARTICIPATED IN THE INFORMAL DISCUSSION PERIOD.

IN SUMMARY, THE EXHIBITION WAS THE RIGHT THEME AT
THE RIGHT TIME. VISITORS FROM A WIDE SPECTRUM OF
JAPANESE INDUSTRY DEMONSTRATED THEIR INTEREST IN U.S.
ELECTRONIC COMPONENTS AND MATERIALS AND THEIR DESIRE
TO IMPROVE THE QUALITY AND TECHNOLOGY OF THEIR PRODUCTS.
CONGRATULATIONS TO OIM ON EXCELLENT RECRUITMENT.
HODGSON

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